

NASEO ENERGY STAR Task Force Meeting
Monday February 10, 2003
Washington, DC

Meeting Summary

NASEO's ENERGY STAR Task Force met in conjunction with the NASEO Annual Energy Outlook Meeting in Washington D.C. The Task Force meeting brought together states, industry, and other partners in order to exchange views on opportunities and challenges related to leveraging ENERGY STAR efforts.

Throughout the meeting, task force members and other partners present pointed to the need for continued improvement in national coordination among both private- and public-sector partners. Participants in the meeting stressed the need for: 1) Manufacturers to have the ability to participate in ENERGY STAR promotion and partnership efforts on a national basis with states and other partners; and 2) States to work on a regional and national basis to move forward in a coordinated manner on certain ENERGY STAR activities.

The meeting ended with all in agreement that the task force should continue to explore solutions for enhanced regional and national coordination among all ENERGY STAR partners. In addition, NASEO's commitment to work closely with organizations such as NARUC and NCSL was reaffirmed.

Agenda Item 1: Introduction

Introduction and welcome by John Davies (KY), Chair, NASEO ENERGY STAR Task Force; and Brian Henderson (NY), Vice Chair, NASEO ENERGY STAR Task Force and Chair, NASEO Buildings Committee.

- John Davies provided all in attendance with an update on the ENERGY STAR Task Force section of NASEO's web site. Participants were encouraged to comment on the additions, and provide other examples of state ENERGY STAR success stories to be added to the web site.

Agenda Items 2 and 3: Program Updates

Rich Karney, ENERGY STAR Program Manager, Building Technologies Program, Department of Energy; and Doug Gatlin, Manager, Public Partnerships, ENERGY STAR Buildings, Environmental Protection Agency gave updates.

- Rich Karney's update covered a variety of program notes including:
 - o What's new with products
 - o Status of revised windows criteria (comments to be requested from industry in the coming weeks)
 - o Lighting revisions drafted, potential stakeholder meeting in April
 - o DOE has begun work on new criteria for through-the-wall AC units
 - o Update on the upcoming appliance promotion (April – June)
 - o Status on partnerships and travel for regional meetings
- Doug Gatlin's sector update included the following program notes:
 - o *Products*. 1) Cool Change Materials now available on CD and includes consumer guide, ads, web banners, etc.; 2) Change-A-Light campaign begins March 18th with a focus on fixtures/partner resources; 3) Power management resources for computers status update and progress.
 - o *Homes*. Nearly 100,000 homes have received an ENERGY STAR rating; an update was provided on information packages for existing home upgrades/whole house efforts.

- o *Commercial and Industrial.* 1) Update focused on progress with commercial real estate, hospitality, K-12, and hospital sectors; 2) New ENERGY STAR rating tool for hotels ranging in size from small motels to large hotels, and there are also rating tools available for grocery stores, offices, and schools.

Agenda Item 4: National Appliance Promotion Preview

Presentation given by Alecia Ward, Executive Director, Midwest Energy Efficiency Alliance

- Alecia Ward's presentation focused on the status of the National Appliance Promotion in the Mid-Western states, and was shared as an example of a successful strategic partnership.

Agenda Item 5: Roundtable Discussion

Led by John Davies, partners and participants were encouraged to provide input and thoughts on the following points:

- What can states do to assist with and participate in ENERGY STAR projects?
- How can states, manufacturers, retailers, and service providers work together more effectively in the future?

Discussion was varied, and included several questions posed by other participants. Points relevant to the questions posed by John Davies included:

- States could benefit from improved efforts to coordinate on evaluation criteria
- Question posed: What do federal officials need (e.g., metrics) to defend programs?
 - Stories, energy savings data, document funding matches, demonstrated ability to affect peak reduction of the energy system, additional leveraging, sales data, partnerships
 - Demonstrate that the collaborative has sold more products/services than would have been sold otherwise
 - Environmental context of messages were discussed
- Data collection is good—there is a need for consistency in data (i.e., utilize the SEP metrics project to it's fullest)
- Discussion on appliance promotion programs—manufacturers are strong supporters, but states must realize that at least a one-year lead time is needed for participation and partnerships are key as it is difficult for manufacturers to commit to programs on a regional basis only
- What drives ENERGY STAR Sales? EPA believes 1) educated consumers; and 2) personal appeals have both direct and residual benefits
- What needs to be done—suggested project —tabulate total investment in ENERGY STAR (federal and all other sources) to demonstrate leveraging potential where there historically has been no leveraging in the past
- Doug Gatlin suggested linking national tools with state web sites
- BOMA—confusion among organization about levels of implementation and process. Would like to see a one-stop information source on the web. BOMA suggests that representatives bring the ENERGY STAR message directly to local chapter meetings (as another means of encouraging state and regional coordination).
- NAESCO—like other groups and organizations, struggling to define what motivates the customer. Group has a database of projects in operation available
- Ohio (state perspective) states have a desire to participate but there is no stream of resources, and current budget situations indicate that future funding (in the near term on the state side) is not likely
- District of Columbia—District is working on finalizing an energy plan, which includes a push for ENERGY STAR purchasing.

- Connecticut—need a way to capture leveraging information across the region
- Arizona—metrics need to be more consistent (methodology included) and would help sell the program

Agenda Item 6: Decision on Next Steps for Task Force

Jeff Genzer, NASEO Counsel, provided a summary of common themes throughout the meeting including:

1. Manufacturers (suggested by the Maytag representative) would like to see a national ENERGY STAR Push
2. States must work regionally to push forward together
3. NASEO should coordinate some follow-up communications between the states, D&R, and Maytag
4. NASEO should begin working with NARUC and NCSL on this issue
5. Vendor Fairs (as proposed for interested states in the Mid-West region) should be examined and implemented in other parts of the country where relevant
6. There should be a one-stop source for state/partner information—through NASEO or locally
7. There is a need to improve consistency of methodologies
8. There is a need for financing discussions with environmental agencies: a) national EPA supplemental environmental projects through settlements achieved in consent orders; b) state supplemental environmental projects

In addition, other participants provided the following “next steps” comments:

- Doug Gatlin informed states that a commercial and industrial resource kit was being created, and there is a need for assistance from states.
- Brian Henderson (NY) suggested that states with limited resources be kept in mind as the kit is created. As states acquire additional resources, it is possible to go forward with the experiences of other states to determine next steps

Meeting Adjourned.

Attachment A: Agenda

NASEO ENERGY STAR Task Force Meeting
Monday, February 10, 2003, 10:15-11:45 am
The Westin Grand, 2350 M Street NW, Washington, DC 20037

1. Introduction—John Davies (KY), Chair, NASEO ENERGY STAR Task Force; Brian Henderson (NY), Vice Chair, NASEO ENERGY STAR Task Force and Chair, NASEO Buildings Committee
(10 minutes)
2. Program Update—Rich Karney, ENERGY STAR Program Manager, Building Technologies Program, Department of Energy
(5 minutes)
3. Program Update—Doug Gatlin, Manager, Public Partnerships, ENERGY STAR Buildings, Environmental Protection Agency
(5 minutes)
4. National Appliance Promotion Preview, Example of a Successful Strategic Partnership—Alicia Ward, Executive Director, Midwest Energy Efficiency Alliance
(5 minutes)
5. Roundtable Discussion—John Davies
-Input and thoughts from partners on the following points:
 - a. What can states do to assist with and participate in ENERGY STAR projects?
 - b. How can states, manufacturers, retailers, and other partners work together more effectively in the future?
(45 minutes)
6. Decision on next step for Task Force—John Davies
(20 minutes)